

Minutes for Workgroup #174 – Informed Delivery APP

Session 15: 12:00 noon – 1:00 p.m. EST WebEx

Carrie began the meeting by reviewing the open issues. She showed the workgroup members the revised Survey Monkey to get feedback. The current approach is ranking the options and the group discussed possibilities of a slight change in the design. Carrie is going to create another version of the survey based on that feedback.

On the USPS Inspection Service Surveillance program, the original issue statement suggested the possibility of incorporating the email images in the inspection service 'covers' program; to automate the process. The Inspection service agreed that the email images present an opportunity although they do not currently have a plan developed to leverage the program.

The next open issue item is Non-Automation Mail. The primary question is, 'How will it impact mailers that their images are not included in the email?' The group discussed how to include mailer information rather than the generic message that there is no image for a mailpiece. Overall, there is a concern about the consumer experience of not getting all images.

Newest member Dave Lewis asked if there is a budget in the program to deal with public inquiries. Carrie explained that if the program is rolled out nationally, then the program needs would be rolled into the existing USPS customer care services.

Change of Address: The new topic for group discussion this week was the existing & future handling of program participants who have a change of address (COA). Recognizing there are a lot of details associated with handling address changes, we started out with the simpler scenarios working towards the more complex.

Simplest scenario: Hold Mail. When someone puts a hold on their mail, it is held at the carrier level. There is no automated or systematic component. So, with regard to the Informed Delivery ('ID') program, enrolled users would still see their mailpiece images during any 'Hold Mail' period.

The same functionality would apply to Premium Forwarding Service. For example, the 'ID' program customer can see the images of their mailpieces for their 'ID' enrolled address. As a premium forwarding customer, the physical pieces forwarded are physically delivered to the designated alternate address.

Dave Lewis suggested the possibility that if their mail is on hold and they see a check they've been waiting for that USPS has a mechanism to pull out the piece and expedite delivery. The functionality doesn't exist today but Carrie agreed the example is a good use case. This type of action could fall under the existing Premium Forwarding Service.

Carrie proceeded to review the current workflows. The first step is that Mail is imaged during processing. The Images are then matched to the delivery point account. The email notification is then sent to the participant.

The current COA process does not feed into the users USPS.com/ MyUSPS.com profile. In other words, it doesn't automatically update the users address information if a COA is submitted. It is understood that participants must update their contact details manually at this time. Below is a summary of how the process works.

- When a user changes their address in their USPS/MyUSPS.com profile
 - If the user moves to another eligible zip code, you can continue in the ID program.
 - The Equifax identity verification process needs to be completed again after an address change.
 - If the user is moving outside the ID eligible ZIP Code™ area, the Informed Delivery subscription would be de-activated.
- Users can elect to unsubscribe due to an address change (or other reason) by using the link at the bottom of their daily notification email.
- Long term USPS would ideally want to link the COA system to the USPS.com profile and update the address there automatically.
 - In the interim, USPS is looking at the possibility of taking the COA list and cross-reference the program participant list. This could be hindered by the large COA database.
 - There will still be a significant gap with customers who don't file a change of address.

While we will never get to the 100% COA file rate, we need to explore what else can be done to ensure that Informed Delivery participants are not getting mail that doesn't belong to them.

Right now the program is designed on the household level not the individual level. There are known SNAFUs associated with household moves filed incorrectly. If someone is moving it's the subscriber's responsibility to update their profile in the program. Yes, if the participant moves and doesn't update their MyUSPS.com profile, they would see the new occupants mail. Will privacy concerns and the overall creditability of the program require a redesign to include individual names in the matching logic?

Roger Burgett shared his experience that is fairly common – a customer forgets they filed a temporary forwarding order. The customer will insist they live at their address whereas the USPS is handling the mail as Moved Left No Forwarding Address.

Suggestion: provide 'ID' participants with a simple sort of ACS notice, for example, we attempted to deliver mail but couldn't for this reason. There is a process in place to send the Mailer this notice through ACS today, based on carrier input at the local delivery unit. Why not tell the customer "We think you moved and didn't file a COA".

Carrie suggested that a solution might start at the carrier level. The carrier is aware for example, that after a certain number of days, that the mail has not been collected. Ultimately the mail either follows the resident or it gets returned to the sender – based on the carrier action. Carrie would like to have some more thought/input about what the carrier can do at the point of delivery to help resolve the gap issue.

Sharon & Dave Lewis expressed concern that privacy is critical to the credibility of the Informed Delivery program. We need to look at both current privacy policies and near term future privacy policies. The USPS could assign participants a ".post" address (example: Jody B @US.post) as a very effective way to link the email address & the physical address to an individual. This has been done in several other countries (Norway, Switzerland).

Calendar wise, we've knocked through the majority of the items on the issue list. Next week we are scheduled to talk about the overall concept of integrating with PostalOne!. Keep in mind that work in this area is still at the conceptual stage.